

Marked Up Version Specification

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Co-related, an email service provider receives emails for the first and second email addresses of the user, and organizes the received emails by at least the email addresses, and by intended versus non-intended CP/GCP of the email addresses. The email service provider provides these received emails to the computer used by the user, with the emails so characterized accordingly.

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As illustrated, client computer 102 is equipped with browser 132 and enhanced email application 134, which includes enhanced viewing function 144 and address manager 146, in addition to conventional functions, such as compose function 142, and send and receive function 144. A user of client computer 102 uses browser 132 to visit, commerce or otherwise interact with web sites 112 and 114. The nature of the interaction is a type that calls for the provision of an email address by the user of client computer 102 for web site 112/114 to send from time to time emails to user. As will be described in more detail below, the user of client computer 102 advantageously uses the enhanced functions provided to email application 134 (address manager 148 in particular) to provide separate and distinct email addresses to web sites 112 and 114. For the illustrated embodiment, the email addresses are hosted by email service provider 100 (more specifically, address manager 154 of email server 136). Further email service provider 100, which includes enhanced functions (in cooperation with the enhanced functions of email application 134) in facilitating the user of client computer 102 in quickly discerning whether the received emails are from web sites 112 and 114 or not (i.e. the intended communication partners of the email addresses), as well as quickly

disposing (if so desired) received emails from senders other than web sites 112 and 114 (e.g. a purchaser of the mail list of web site 112/114). In one embodiment, the quick discernment and quick disposition is made possible by an automatic categorization feature provided by email service provider 100 (more specifically, receive and distribution manager 152 of email server 136).

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Email service provider 100 may be a dedicated email service provider or may also offer other types of services or contents. That is, the privacy enhanced email service may be provided as an integral part of content provision, access service, or services of other kinds. The privacyte enhanced email service may be provided by a single or a cluster of servers interconnected via local or wide area networking. Suitable computer servers include but not limited to those available from IBM of Armonk, NY, and Sun Microsystems of Mountain View, CA.

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Similar to the earlier embodiment, at 312402, the user of client computer 102, using email application 134, registers with email service provider 100 for the privacy enhanced email service. At 314404, when a need for an email address is “detected”, address manager 148 contacts email service provider 100 and requests for assignment of a separate and distinct email address for use with the intended communication partner or partners. In one embodiment, the request integrally includes the email address or addresses of the intended communication partner or partners. In response, at 316406, email service provider 100 provides client computer 102 with a separate and distinct email address for use with the intended communication partner or partners. In one embodiment, the separate and distinct email address may be generated in real time. In an alternate embodiment, email

service provider **100** may select the separate and distinct email address from a cache of pre-generated separate and distinct email addresses for the user. The pre-generation e.g. may be done at registration time, and thereafter periodically.

In alternate embodiments where the email address or addresses of the intended communication partner or partners were not provided as an integral part of the request for the separate and distinct email address, the method further include an operation 408, where address manager **148** subsequently provides email service provider **100** with the address/addresses of the intended communication partner/partners, e.g. by way of a "confirmation" message or messages.

Regardless, in response, as the earlier described embodiment, email service provider **100** updates the separate and distinct email addresses accordingly, noting the email address/addresses of their intended communication partner/partners, 318.

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At **606**, client computer **102**, using email application **134**, connects to email service provider **100** to retrieve the stored received emails (tagged in accordance with at least the email address addressed and whether the originators were intended communication partners of the email addresses). At **608**, viewing function **146** of email application **134** presents the received emails for viewing by the user, using different "in-boxes" the different email addresses, and different "folders" for the received emails originated from the intended communication partner/partners, and received emails originated from sources other than the intended partners (see e.g. elements 702-704 in Fig. 7).

At **610**, in response to instruction from the user, viewing function **146** deletes all received emails addressed to an email address of the user not originated from the intended communication partner or partners. For the illustrated embodiment, viewing function **146** also presents an end user interface feature, such as a

command button, to enable the user to provide the delete instruction with a single press of a key/control button (see e.g.also elements 706 in Fig. 7).